

Television Advertising - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Twenty years after the launch of Netflix, and more than a decade since the launch of YouTube, advertisers continue to increase spending on television commercials, with sales estimated at \$81 billion in 2016."

- **Billy Hulkower, Senior Technology Analyst**

This report looks at the following areas:

- Viewers bombarded by hundreds of commercials weekly
- Online and mobile gain traction, jeopardizing linear growth
- DVR far more popular than TVE, cVOD

Twenty years after the launch of Netflix, and more than a decade since the launch of YouTube, advertisers continue to increase spending on television commercials, with sales estimated at \$81 billion in 2016. Growth continues because the television commercial remains the pièce de résistance for product introductions and brand equity, offering the ability to create a cohesive narrative viewed on HD screens.

Within this context, Mintel reviews: how consumers watch television, ad avoidance behavior, activities conducted during commercials, purchasing products seen in commercials, and attitudes to ads such as identification with characters.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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